



# Appendix A

## Resources



In addition to the resources we integrated into the main chapters of this Guide, we compiled a list of other resources that may be helpful in your efforts to educate state and local policymakers. These resources mostly originate from national organizations. This is not an exhaustive list of resources, and we encourage you to use other state and local resources as necessary to move your efforts forward.

## Action Guides

### From Partnership for Prevention

- The Community Health Promotion Handbook: Action Guides to Improve Community Health  
<http://www.prevent.org/Initiatives/Action-Guides.aspx>
- Investing in Health: Evidence-Based Health Promotion Practices for the Workplace  
<http://www.prevent.org/Initiatives/Action-Guides.aspx>
- Places for Physical Activity: Facilitating Development of a Community Trail and Promoting Its Use to Increase Physical Activity Among Youth and Adults—An Action Guide  
<http://www.prevent.org/actionguides/CommunityTrail.pdf>
- School-Based Physical Education: Working with Schools to Increase Physical Activity Among Children and Adolescents in Physical Education Classes  
<http://www.prevent.org/data/files/initiatives/schoolpe.pdf>
- Smoke-Free Policies: Establishing a Smoke-Free Ordinance to Reduce Exposure to Secondhand Smoke in Indoor Worksites and Public Places—An Action Guide  
<http://www.prevent.org/Initiatives/Action-Guides.aspx>
- Social Support for Physical Activity: Establishing a Community-Based Walking Group Program to Increase Physical Activity Among Youth and Adults  
<http://www.prevent.org/downloadStart.aspx?id=36>

### From Leadership for Healthy Communities

- Action Strategies Toolkit: A Guide for Local and State Leaders Working to Create Healthy Communities and Prevent Childhood Obesity, by Leadership for Healthy Communities (via Robert Wood Johnson Foundation):  
<http://www.rwjf.org/pr/product.jsp?id=42514>

## Health Promotion Practice Journal Articles

- Advocacy 101: Getting Started in Health Education Advocacy.  
Galer-Unti RA, Tappe MK, Lachenmayr S  
*Health Promotion Practice, Jul 2004; vol. 5: pp. 280 - 288.*  
<http://www.sophe.org/chronicdiseasepolicy/doc/Advocacy%20101.pdf>
- Guerilla Advocacy: Using Aggressive Marketing Techniques for Health Policy Change.  
Galer-Unti RA  
*Health Promotion Practice, Jul 2009; vol. 10: pp. 325 - 327.*  
<http://www.sophe.org/chronicdiseasepolicy/doc/Guerilla%20Advocacy.pdf>
- The Health Educator's Role in Advocacy and Policy: Principles, Processes, Programs, and Partnerships.  
Caira NM, Lachenmayr S, Sheinfeld J, Goodhart FW, Cancialosi L, Lewis C  
*Health Promotion Practice, Jul 2003; vol. 4: pp. 303 - 313.*  
<http://www.sophe.org/chronicdiseasepolicy/doc/The%20Health%20Educator's%20Role%20in%20Advocacy%20and%20Policy.pdf>
- The Patient Protection and Affordable Care Act: Opportunities for Prevention and Advocacy. Galer-Unti RA.  
*Health Promotion Practice 13: 308-312.*
- State Health Policy Makers: What's the Message and Who's Listening?  
Ellen Jones, Marshall Kreuter, Sharon Pritchett, Rose Marie Matulionis, and Neil Hann  
*Health Promotion Practice, Jul 2006; vol. 7: pp. 280 - 286.*  
<http://www.sophe.org/chronicdiseasepolicy/doc/State%20Health%20Policy%20Makers.pdf>
- Use of Social Media in Health Promotion: Purposes, Key Performance Indicators, and Evaluation Metrics  
Neiger BL, Thackeray R, Van Wagenen SA, Hanson CL, West JH, Barnes MD, Fagen MC  
*Health Promotion Practice, Mar 2012, 13(2):159-164*

### Web Resources on State and Local Health

- American Fitness Index™ - see its annual Health and Community Fitness Status of the 50 Largest Metropolitan Areas (American College of Sports Medicine)  
<http://www.americanfitnessindex.org/>
- Active Living Network  
<http://www.activeliving.org/>

## Web Resources on State and Local Health :: continued

- ACHIEVE (Action Communities for Health, Innovation, and EnVironmental changE)  
<http://www.achievecommunities.org>
- Alliance for Justice  
<http://www.afj.org/>
- American Public Health Association  
<http://www.apha.org>
- Association of State and Territorial Health Officials  
<http://www.statepublichealth.org/>
- Berkeley Media Studies Group  
<http://www.bmsg.org/>
- Center for Lobbying in the Public Interest  
<http://www.clpi.org>
- Center for Tobacco Policy & Organizing (American Lung Association):  
<http://www.center4tobaccopolicy.org/>
- Centers for Disease Control and Prevention (CDC)
  - » Anti-Lobbying Restrictions for CDC Grantees: [http://www.cdc.gov/od/pgo/funding/grants/Anti-Lobbying\\_Restrictions\\_for\\_CDC\\_Grantees\\_July\\_2012.pdf](http://www.cdc.gov/od/pgo/funding/grants/Anti-Lobbying_Restrictions_for_CDC_Grantees_July_2012.pdf)
  - » Behavioral Risk Factor Surveillance System (BRFSS):  
<http://www.cdc.gov/brfss>
  - » Chronic Disease Indicators: <http://apps.nccd.cdc.gov/cdi/>
  - » Health, United States 2011: <http://www.cdc.gov/nchs/hus.htm>
  - » Healthy Communities Program: <http://www.cdc.gov/healthycommunitiesprogram/tools/index.htm#guide>
  - » Prevention Research Centers: <http://www.cdc.gov/prc/>
  - » Public Health Law Program: <http://www2.cdc.gov/phlp/>
  - » Sortable Stats:
    - » <http://wwwn.cdc.gov/sortablestats/>
  - » Winnable Battles: <http://www.cdc.gov/WinnableBattles/>
  - » Youth Risk Behavior Surveillance System (YRBS):  
<http://www.cdc.gov/healthyyouth/yrbs>
- Chronic Disease Policy (Society for Public Health Education)  
<http://www.sophe.org/chronicdiseasepolicy/index.asp>

## Web Resources on State and Local Health :: continued

- Coalitions Work  
<http://www.coalitionswork.com>
- The Commonwealth Fund  
<http://www.commonwealthfund.org/>
- Community Commons  
<http://www.communitycommons.org>
- The Community Tool Box (University of Kansas)  
<http://ctb.ku.edu/en/default.aspx>  
Directors of Health Promotion and Education  
Budget Impact Stories: [https://dhpe.site-ym.com/members/group\\_content\\_view.asp?group=88253&id=137886](https://dhpe.site-ym.com/members/group_content_view.asp?group=88253&id=137886)  
Policy and Environmental Change: New Directions for Public Health (2001):  
[https://dhpe.site-ym.com/?page=Programs\\_SPH](https://dhpe.site-ym.com/?page=Programs_SPH)  
Public Health Solutions Through Changes in Policies, Systems, and the Built Environment: Specialized Competencies for the Public Health Workforce (2006)  
Shaping Policy for Health™ Competency-Based Training Program: [https://dhpe.site-ym.com/?page=Programs\\_SPH](https://dhpe.site-ym.com/?page=Programs_SPH)
- Federally Qualified Health Centers  
<http://www.cms.hhs.gov/center/fqhc.asp>
- Health Information and the Law (Georgetown University and the Robert Wood Johnson Foundation)  
<http://healthinfolaw.org>
- International City/County Management Association  
[http://icma.org/en/icma/knowledge\\_network/topics#Health,%20Human%20and%20Community%20Services](http://icma.org/en/icma/knowledge_network/topics#Health,%20Human%20and%20Community%20Services)
- Joint Commission on the Accreditation of Healthcare Organizations  
<http://www.jointcommission.org/>
- Kaiser Family Foundation  
KaiserEDU.org: <http://www.kaiseredu.org/>  
Kaiser Health News: <http://www.kaiserhealthnews.org/>  
State Health Facts: <http://www.statehealthfacts.org/>

## Web Resources on State and Local Health :: continued

- Leadership for Healthy Communities: Resources  
<http://www.leadershipforhealthycommunities.org/index.php?option=content&task=view&id=274>
- National Association of County and City Health Officials  
<http://naccho.org>
- National Association of Local Boards of Health  
<http://nalboh.org/>
- National Association of State Boards of Education  
<http://nasbe.org>
- National Board of Public Health Examiners  
<http://www.publichealthexam.org/>
- National Conference of State Legislatures  
[www.ncsl.org](http://www.ncsl.org)
- National Cancer Institute
  - » Making Data Talk: Communicating Public Health Data to the Public, Policy Makers and the Press: [www.cancer.gov/cancertopics/cancerlibrary/MDT-Workbook.pdf](http://www.cancer.gov/cancertopics/cancerlibrary/MDT-Workbook.pdf)
  - Making Health Communication Programs Work: <http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook/page1>
  - Research-Tested Interventions Program (NCI): <http://rtips.cancer.gov/rtips/index.do>
- National Governors Association, Center for Best Practices: Shaping a Healthy America: A Decision-Making Guide  
<http://www.subnet.nga.org/healthyamerica/guide/>
- National Health Education Advocacy Summit (Coalition of National Health Education Organizations):  
<http://www.healtheducationadvocate.org/Summit/>
- National Network of Public Health Institutes  
<http://www.nnphi.org/>
- National Policy & Legal Analysis Network to Prevent Childhood Obesity  
<http://nplanonline.org/>

## Web Resources on State and Local Health :: continued

- Partnership to Fight Chronic Disease  
<http://www.fightchronicdisease.org/>
- Prevention Institute  
<http://www.preventioninstitute.org/>
- Prevention Speaks  
<http://preventionspeaks.org>
- Project Vote Smart  
<http://www.votesmart.org/>
- Robert Wood Johnson Foundation  
<http://www.rwjf.org/>
- Rural Assistance Centers  
<http://www.raonline.org/>
- Society for Public Health Education (SOPHE):  
Main: <http://www.sophe.org>
  - » Chronic Disease Policy: <http://www.sophe.org/chronicdiseasepolicy/index.asp>
  - » Clearing the Air: [http://www.sophe.org/cppw\\_home.cfm](http://www.sophe.org/cppw_home.cfm)
  - » Health Education and Behavior: <http://heb.sagepub.com>
  - » Health Promotion Practice: <http://hpp.sagepub.com/>
  - » Resolutions: <http://www.sophe.org/resolutions.cfm>
  - » Tip Sheets on Building Coalitions: [http://www.sophe.org/healthy\\_communities.cfm](http://www.sophe.org/healthy_communities.cfm)
- Trust for America's Health  
<http://healthyamericans.org/>
- U.S. Census Bureau Data  
<http://www.census.gov/>
- U.S. Department of Health and Human Services
  - » Community Health Status Indicators: <http://communityhealth.hhs.gov/homepage.aspx?j=1>
  - » Healthy People 2020: <http://www.healthypeople.gov/2020/default.aspx>
  - » Office of Minority Health: <http://minorityhealth.hhs.gov/>

## Tools of the Trade

### Tools of the Trade [1]

- Full Court Press Releases (pg. 49-51)
- How Great Groups Do It: Improving Group Effectiveness (pg. 77-80)
- Media Do's and Don'ts (pg. 17-19)
- Minimizing Meeting Madness (pg. 9-11)
- Op to It! Writing an Op-Ed Column (pg. 57-61)
- Speak Easy: Setting Up a Speakers Bureau (pg. 87-93)

### Tools of the Trade [2]

- Evaluation by Objectives (pg. 25-27)
- Focus Group Research Recommendations (pg. 34-40)
- Health Communications Development Process (pg. 66-67)
- Health Policy Analysis Criteria (pg. 41-42)
- Interventions Ideas for Health Promotion: OBOES SCREACH (pg. 43-46)
- Logic Models: Pictures Worth 10,000 Words (pg. 14-20)
- Needs Assessment: An Asset-Mapping Approach (pg. 1-5)
- Needs Assessment: A Gap-Based Approach (pg. 6-10)
- Partnership Development and Maintenance (pg. 106-112)
- Presentation Preparation Principles (pg. 68-75)
- Web Sites and Blogs (pg. 83-86)
- Writing Behavioral Objectives (pg. 76-82)

### Other

- Be It Resolved: Writing Resolutions to Influence Health Policy. (2010). HPP 11(1):9-12.

# End Appendix A

